
RJR Tobacco

**To: Charlie Iszard/
Stanley Benarick
Company: Amerada Hess Corp.**

Fax: 908/750-6353

**From: J. M. PISCITELLI
Company: R. J. REYNOLDS TOBACCO
Phone: (910) 741-7296 or (216) 779-1888
Fax: (216) 779-1889**

Date: 3/18/96

**Pages including this
cover page: 4**

Comments: SIGNATURE DETAILS

As discussed in our conference call on Friday, forthcoming is follow-up information we discussed on *SIGNATURE*.

- Pricing sheet (Attachment I)
- UPC Codes (Attachment II)
- *SIGNATURE* and *DORAL* Share of Category Explanation/Projection (Attachment III)
- Photos and sample packs were forwarded from Winston-Salem on Friday and should arrive today or tomorrow
- Contract: This will either be faxed later today or sent directly from Winston-Salem by National Manager of *FORSYTH* Jim Farmer.

I will be returning to my office on Thursday afternoon. Please call with any questions.

cc: D. L. Wilmesher
J. S. Farmer
N. G. Kuruc

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AMERADA HESS - SIGNATURE - 3/12/96**ALL STYLES**

LIST PRICE	\$8.79
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RETAIL FEATURE (OFF-INVOICE)	2.00
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NET INVOICE	\$6.79
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MARKETING ACCRUAL*	.30
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SEMI-ANNUAL SHARE OF CATEGORY (SIGNATURE)	.50
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POTENTIAL NET PRICE **	\$5.99
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* ALLIANCE PROGRAM - MARKETING PROGRAM, ADVERTISING, ETC.

** DOES NOT INCLUDE SEMI-ANNUAL SHARE OF CATEGORY (DORAL VOLUME)
AND PRE-PAID BONUS.

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MST4.XLS

SIGNATURE

PRODUCT INFORMATION

	UPC	LENGTH (Inches)	WIDTH (Inches)	DEPTH (Inches)	CUBE (feet)	WEIGHT
PACKS						
Full Flavor 100's	12300 22955	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Full Flavor 85's	12300 22951	2.0625	0.8438	3.375	0.0034	0.787 oz.
Lights 100's	12300 22961	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Lights 85's	12300 22958	2.0625	0.8438	3.375	0.0034	0.787 oz.
Ultra Lights 100's	12300 22967	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Ultra Lights 85's	12300 22964	2.0625	0.8438	3.375	0.0034	0.787 oz.
Menthol Lights 100's	12300 22973	2.0625	0.8438	4.0000	0.0040	0.933 oz.
Menthol Lights 85's	12300 22970	2.0625	0.8438	3.375	0.0034	0.787 oz.
FF Menthol 100's	12300 22979	2.0625	0.8438	4.0000	0.0040	0.933 oz.
FF Menthol 85's	12300 22978	2.0625	0.8438	3.375	0.0034	0.787 oz.
CARTONS						
Full Flavor 100's	12300 22956	10.6250	1.7813	4.0313	0.044	10.13 oz.
Full Flavor 85's	12300 22952	10.6250	1.7813	3.4375	0.038	8.67 oz.
Lights 100's	12300 22962	10.6250	1.7813	4.0313	0.044	10.13 oz.
Lights 85's	12300 22959	10.6250	1.7813	3.4375	0.038	8.67 oz.
Ultra Lights 100's	12300 22968	10.6250	1.7813	4.0313	0.044	10.13 oz.
Ultra Lights 85's	12300 22965	10.6250	1.7813	3.4375	0.038	8.67 oz.
Menthol Lights 100's	12300 22974	10.6250	1.7813	4.0313	0.044	10.13 oz.
Menthol Lights 85's	12300 22971	10.6250	1.7813	3.4375	0.038	8.67 oz.
FF Menthol 100's	12300 22980	10.6250	1.7813	4.0313	0.044	10.13 oz.
FF Menthol 85's	12300 22977	10.6250	1.7813	3.4375	0.038	8.67 oz.
CASES-12M						
Full Flavor 100's	12300 22957	20.5625	11.0625	21.688	2.855	39.0 lbs.
Full Flavor 85's	12300 22953	17.625	11.0625	21.688	2.447	33.5 lbs.
Lights 100's	12300 22963	20.5625	11.0625	21.688	2.855	39.0 lbs.
Lights 85's	12300 22960	17.625	11.0625	21.688	2.447	33.5 lbs.
Ultra Lights 100's	12300 22969	20.5625	11.0625	21.688	2.855	39.0 lbs.
Ultra Lights 85's	12300 22966	17.625	11.0625	21.688	2.447	33.5 lbs.
Menthol Lights 100's	12300 22975	20.5625	11.0625	21.688	2.855	39.0 lbs.
Menthol Lights 85's	12300 22972	17.625	11.0625	21.688	2.447	33.5 lbs.
FF Menthol 100's	12300 22981	20.5625	11.0625	21.688	2.855	39.0 lbs.
FF Menthol 85's	12300 22978	17.625	11.0625	21.688	2.447	33.5 lbs.

3/18/96

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Amerada Hess Corp.

Savings Category Marketing Plan

SENT BY: RJR/FORSYTH

: 3-18-86 : 5:21PM :

JM PISCITELLI - R. J. REYNOLDS 708 12: # 4

- For Retail **PRIVATE LABEL ACCOUNTS** Agreeing to Emphasize Doral as Preferred Savings Brand

<u>RJR Share of Savings</u>	<u>SIGNATURE S.O.C Payment</u>	<u>DORAL S.O.C. Payment</u>
35% - 49%	\$.25	- 0 -
50% - 74%	\$.35	\$.35
+ 75%	\$.50	\$.50

- **CALCULATIONS** - Share of Category is determined by taking all cartons sold in mid & low price category (\$8.79 & below) as base numbers and dividing by all RJR cartons in mid & low price category to determining RJR Share of Category. Payment is made on semi-annual basis.

RJ Reynolds
Tobacco Company

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Amerada Hess Corp.

Savings Category Marketing Plan

SENT BY:RJR/FOBSYTH

3-18-96 5:21PM

JM PISCITELLI - R.J. REYNOLDS TOB 12:15

<u>CURRENT</u>	<u>CURRENT S.O.C.</u>	<u>1995 # CTNS*</u>	<u>1996 # CTN**</u>
CO-OP (310)	20.1	27,081	241,800
MARTS (150)	28.4	87,961	234,000
<u>POTENTIAL</u>		<u>DORAL</u>	<u>SIGNATURE</u>
CO-OP	50%	\$ 9,478.35	\$ 84,630
	75%	\$ 13,540.50	\$120,900
MARTS	50%	\$ 30,786.35	\$ 81,900
	75%	\$ 43,980.50	\$117,000
TOTAL	50%	\$ 40,264.70	\$166,530
	75%	\$ 57,521.00	\$237,900

* Based on Actual *Doral* Shipments in 1995

** Projected Annualized 1996 *SIGNATURE* Volume - will guarantee 50 cent *SIGNATURE* payment for 1996 Assuming Business Plan is met

RJ Reynolds
Tobacco Company

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